

# Statement of Work

## ECEC Employee Recruitment Campaign

1o8 agrees to perform certain marketing services on behalf of INCCRRA in accordance with the terms of this SOW.

### Agency Partnership Objective

Drive awareness of early childhood education and care employment opportunities

### Deliverables & Activities

#### Strategic Planning

- Activities: conduct consumer category and competitor research; align creative, media, and brand activations to agency objectives
- Deliverables: comms plan, media plan, brand lift study, QBR including insights and optimizations to deliver agency objectives.

#### Digital Media Management & Optimization

- Activities: baseline audit, setup and launch campaigns on all media channels dictated by approved media plan. Daily monitoring, iterative optimization of in-market campaigns
- Deliverables: Tactical media plan, quarterly audit & growth recommendations

#### Search Engine Optimization

- Activities: baseline audit, keyword research and content development, technical site improvements (site speed, schema, open graph), metadata optimization & citation building.
- Deliverables: SEO workbook, monthly blog posts, quarterly audit & growth recommendations. Coordination with your PR and affiliate team for backlinking opportunities. Based on budget (3rd party link budget) and overall time allocations of scope, we will conduct outreach or placement with the balance of our time within our services.

#### Technical Optimizations

- Activities: Monthly technical evaluation and execution based on hours available
- Deliverables: As part of the overall monthly SEO workbook, these items will be provided and planned for with specific detail for your web team to execute against. Where possible, 1o8 will provide the code and/or workshop to help ensure that we meet technical SEO requirements and/or 1o8 can execute against these items.

#### Creative Development

- Activities: creative direction, copywriting, and design; English and Spanish
- Deliverables: market-ready ads, email content, and/or activations as dictated by media and comms plans.

- Limit (3) rounds on feedback per creative asset, all extra updates will be billed hourly at 200 USD/hr.

### Ongoing Web Strategy

- Activities: Audit, assess, and develop a plan and recommendation for upgrade (and/or updates) to the site to better dial in applications from existing traffic sources and new traffic go-forward. Install a heatmap tool, update and upgrade analytics for better data visualization, and provide recommendations and best practices for web development and conversion.
- Deliverables: Install & configure HotJar, recommendations for ongoing improvements

### Ongoing Account Management and Strategic Partnership

Weekly status meetings, ongoing client communication and project management, strategic guidance, insights and growth recommendations

### Services Not Included

This agreement does not include broadcast media placement. Incremental work completed by 1o8 will be billed hourly at \$200/hr, upon client approval.



### Terms, Scope, & Cost

- Agreement term: July 1, 2023 - June 30, 2024
- Fee: \$2,490,000
  - Agency fee: \$900,000
  - Out of pocket expenses: \$1,590,000
  - 1o8 will incur OOP expenses only upon receipt of approved invoiced fee
  - Annual agreement, billed quarterly

BILLING SCHEDULE		
DATE OF INVOICE	AGENCY FEE	OUT OF POCKET FEE
July 1, 2023	\$225,000	\$397,500 <b>or</b> alternate amount approved by client prior to invoicing
October 1, 2023	\$225,000	\$175,000 <b>or</b> alternate amount approved by client prior to invoicing
January 1, 2024	\$225,000	\$175,000 <b>or</b> alternate amount approved by client prior to invoicing
March 1, 2024	\$225,000	\$175,000 <b>or</b> alternate amount approved by client prior to invoicing

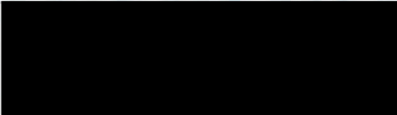
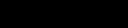
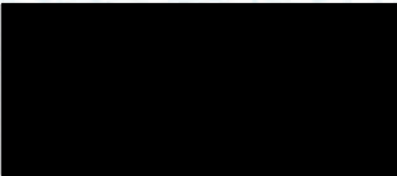

The services described herein remain governed fully by the Terms and Conditions Agreement entered between the parties as part of the parties' original agreement dated on or about October 28, 2021. Except as explicitly set forth herein, all other agreements currently in effect between the parties remain in full force and effect, and 108's rights thereunder shall not be diminished in any way.

**IN WITNESS WHEREOF**, the undersigned Parties have executed this Agreement the day and year first above written.

<b>COMPANY:</b>	 _____	<u>08 / 03 / 2023</u>
	Signature	Date
	<u>Aalp Shah</u>	<u>CEO</u>
	Name	Title
<b>CLIENT:</b>	 _____	<u>08 / 02 / 2023</u>
	Signature	Date
	<u>Dan Harris</u>	<u>Executive Director</u>
	Name	Title

# Signature Certificate

Reference number: CNOQK-POAGA-7ZP7U-WYL4A

Signer	Timestamp	Signature
<b>Rebecca</b> Email: <a href="mailto:rlivengood@inccrra.org">rlivengood@inccrra.org</a> Shared via link		
Sent:	06 Jul 2023 19:39:56 UTC	
Viewed:	06 Jul 2023 19:44:00 UTC	IP address: 
Signed:	02 Aug 2023 18:49:52 UTC	Location: Chesaning, United States
<b>Aalap Shah</b> Email: <a href="mailto:admin@1o8.agency">admin@1o8.agency</a>		
Sent:	06 Jul 2023 19:39:56 UTC	
Viewed:	03 Aug 2023 00:50:11 UTC	IP address: 
Signed:	03 Aug 2023 13:41:51 UTC	Location: Cancún, Mexico
<b>Recipient Verification:</b> ✓ Email verified	03 Aug 2023 00:50:11 UTC	

Document completed by all parties on:  
03 Aug 2023 13:41:51 UTC

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